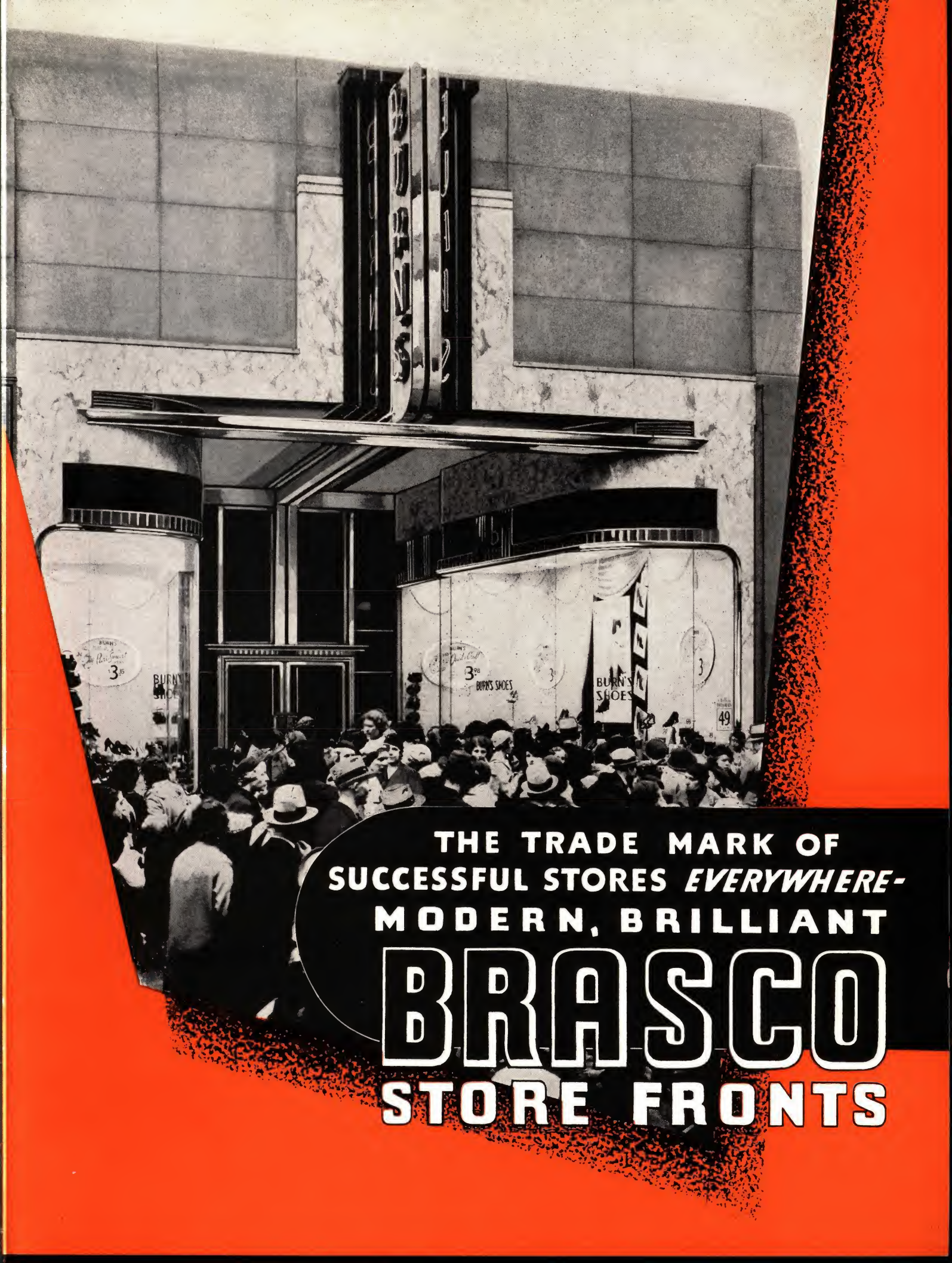




THE TRADE MARK OF
SUCCESSFUL STORES *EVERYWHERE*-
MODERN, BRILLIANT

BRASCO
STORE FRONTS

Brasco
MODERN
STORE FRONTS



COMPLETE LINE FROM SIDEWALK TO COPING

In Both **SOLID ROLLED** and **EXTRUDED** Constructions

Brasco furnishes all units of the modern store front — sash and bars, jamb and sill covers, concealed awning boxes, awning hoods, flush all-metal bulkheads, showcase doors, entrance doors, transom covers of various widths, pilaster and post covers, panels and entrance ceilings, metal facia, push bars, grilles in standard or special pattern, transom ventilator sash, door frames, metal display letters, ornaments, thresholds, kickplates, and other complementary items.

ALL MODERN METALS AND FINISHES

Including:

SOLID STAINLESS STEEL

SOLID BRONZE

SOLID ALUMINUM

(in ALUMILITE, Polished or Satin Finishes)

SOLID COPPER

EXTRUDED ALUMINUM

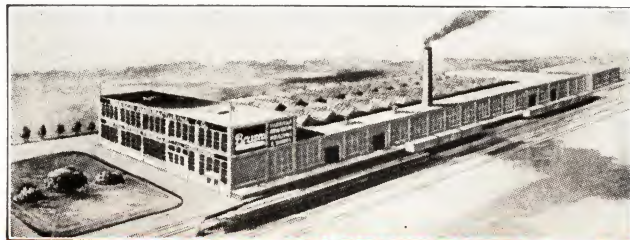
(in ALUMILITE, Polished or Satin Finishes)

EXTRUDED BRONZE

Many of the Extruded shapes can be successfully used in conjunction with the Rolled members. The **SOLID ROLLED** and the **EXTRUDED** Constructions are so designed as to be largely interchangeable.

Special Shapes to Specifications

The growth of the ultra-modern trend in store fronts has created a demand for highly specialized treatments. While the Brasco line comprises a most comprehensive array of standard shapes, metals and finishes, we are also in position to execute special work of all descriptions. Special finishes are available as well, thus making possible installations of outstanding character and individuality.



Modern Plant of Brasco Mfg. Co., Harvey, Illinois. Manufacturers of Brasco Store Front Constructions, Fabricated Metal Work, and Rolled Metal Mouldings and Shapes in All Metals and Finishes.

BRASCO MANUFACTURING CO.

HARVEY (Chicago Suburb)

ILLINOIS

EASTERN SALES OFFICE:

507 FIFTH AVENUE, NEW YORK CITY

Distribution and Complete Stocks Throughout United States and Canada, Assuring Prompt and Effective Installation

DETAILS AND SAMPLES: Write for complete Portfolio of Details (15 sheets) showing both Rolled and Extruded Constructions. Life-sized samples also available.

CATALOG NO. 39

(Copyright 1938, Brasco Mfg. Co.)

Printed in U. S. A.

FOR STRENGTH · SAFETY · BEAUTY · PERMANENCE

Brasco Construction is characterized by its adaptability to the requirements of modern design, chiefly because of the completeness of the line.

From *Berlands*, shown below, utilizing a series of completely factory-fabricated second floor windows, to the unusual height requirements of the *Child's* installation, the varied curves of *Stover's* (center photograph) and the attractive Alumilited plaque and fascia coverings shown on the flush-type *Kopelman* front, the variety of application is apparent.



DISTINCTIVE, PERMANENT STYLE AND BEAUTY



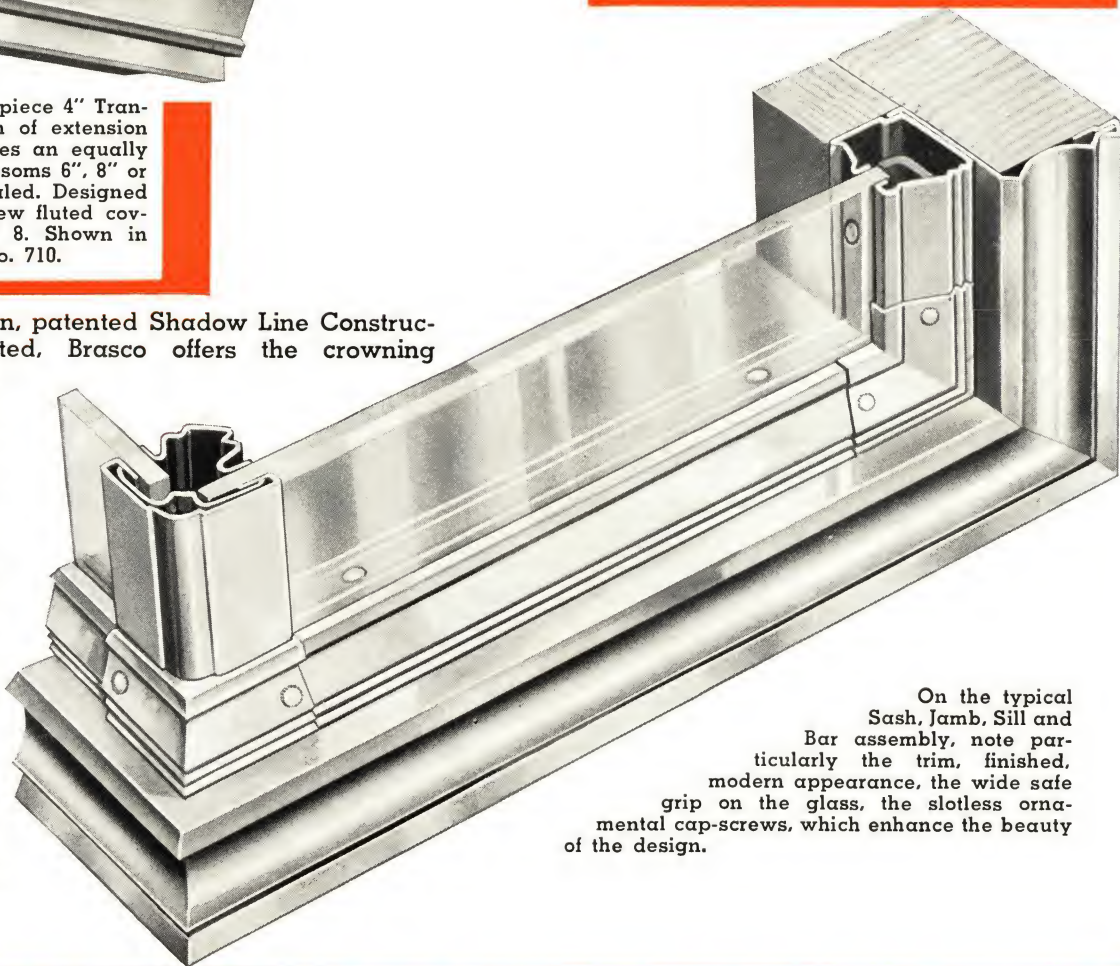
The distinctive No. 745 2-piece 4" Transom Cover. The addition of extension moulding No. 746 provides an equally unusual covering for transoms 6", 8" or wider. All screws concealed. Designed to harmonize with the new fluted coverings on pages 5 and 8. Shown in conjunction with Sash No. 710.



Standard Sill Covering No. 717, adjustable in width from $1\frac{3}{8}$ " to $1\frac{3}{4}$ ", shown with Sash No. 710. Other Sill Coverings are provided in the complete Brasco line, including one-piece members and the new fluted coverings.

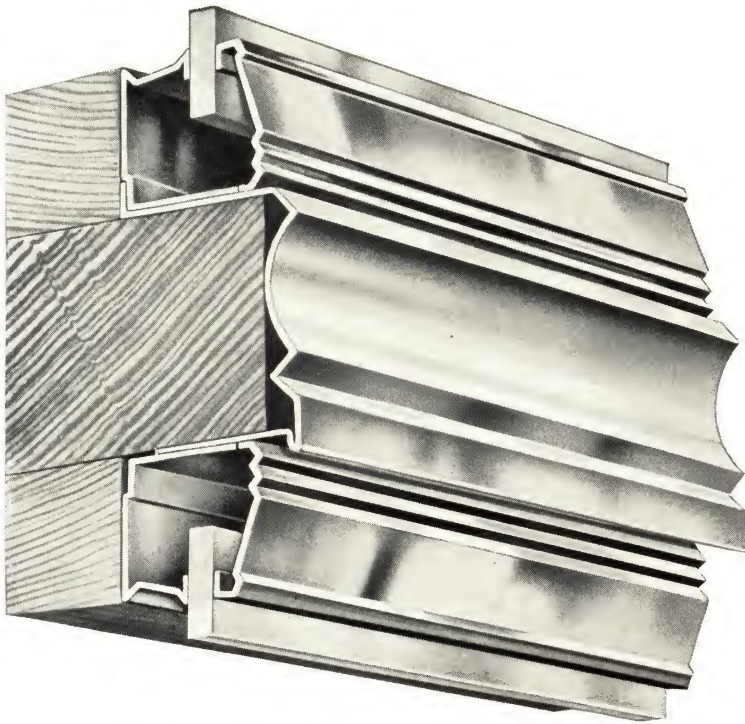
In this ultra-modern, patented Shadow Line Construction here presented, Brasco offers the crowning achievement of more than thirty years of store front manufacture. Designed throughout in the modern spirit, the distinctive charm of its clean-cut, parallel lines and new fluted members, give immediate character to any store front.

Built on sound principles of construction, with proven features assuring special strength and unusual glass safety, Brasco is characterized by outstanding durability.



On the typical Sash, Jamb, Sill and Bar assembly, note particularly the trim, finished, modern appearance, the wide safe grip on the glass, the slotless ornamental cap-screws, which enhance the beauty of the design.

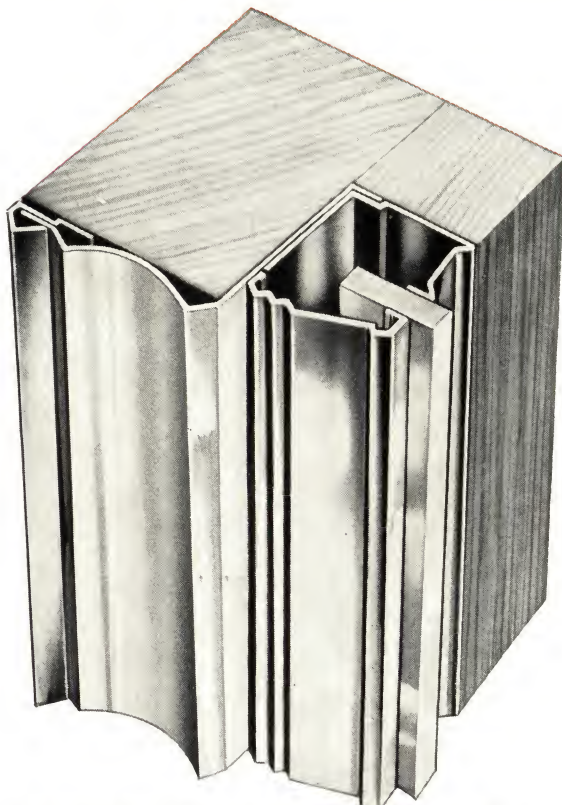
DETAILS AND SAMPLES—Write for complete Portfolio of Details (15 sheets) showing both Rolled and Extruded Constructions. Life-sized samples also available.

A COMPLETE UNIFIED LINE

Above—No. 7038 $1\frac{5}{8}$ " Transom Cover, shown with No. 710 Sash top and bottom.



Above—No. 7017 new fluted Sill, providing for width variation of $1\frac{5}{8}$ " to $1\frac{3}{4}$ ", shown here with No. 710 Sash. A one-piece fluted Sill member No. 7039 is also available.



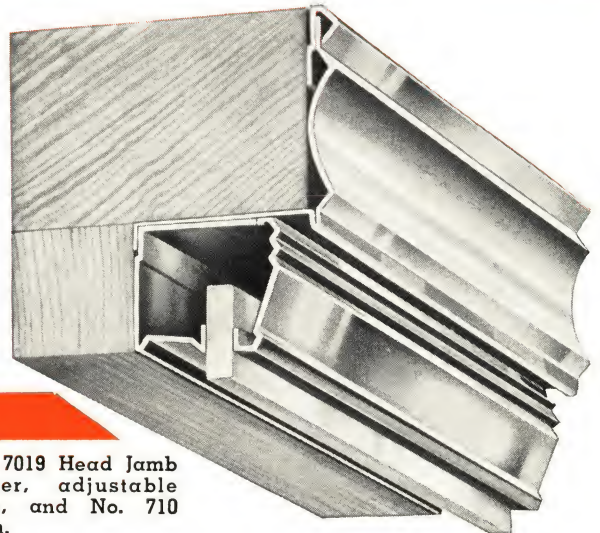
No. 7017 Side Jamb Covering, adjustable from $1\frac{5}{8}$ " to $1\frac{3}{4}$ ", with No. 710 Sash.

New, attractive stock Covering Members in fluted, modern design.

Shown here are several of the essential members which form part of a complete, unified line. A few additional sections are shown on page 8. (For the complete list, see our Portfolio of Details.)

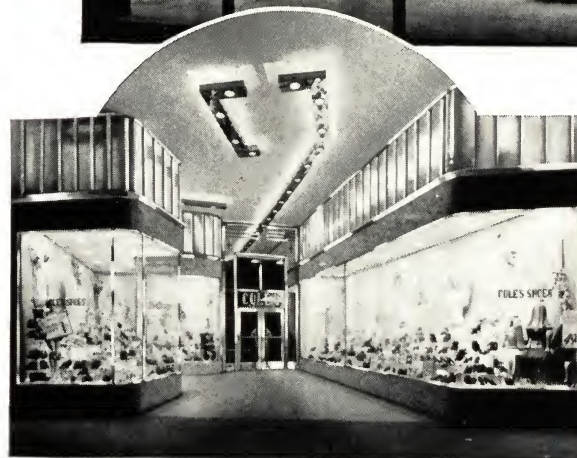
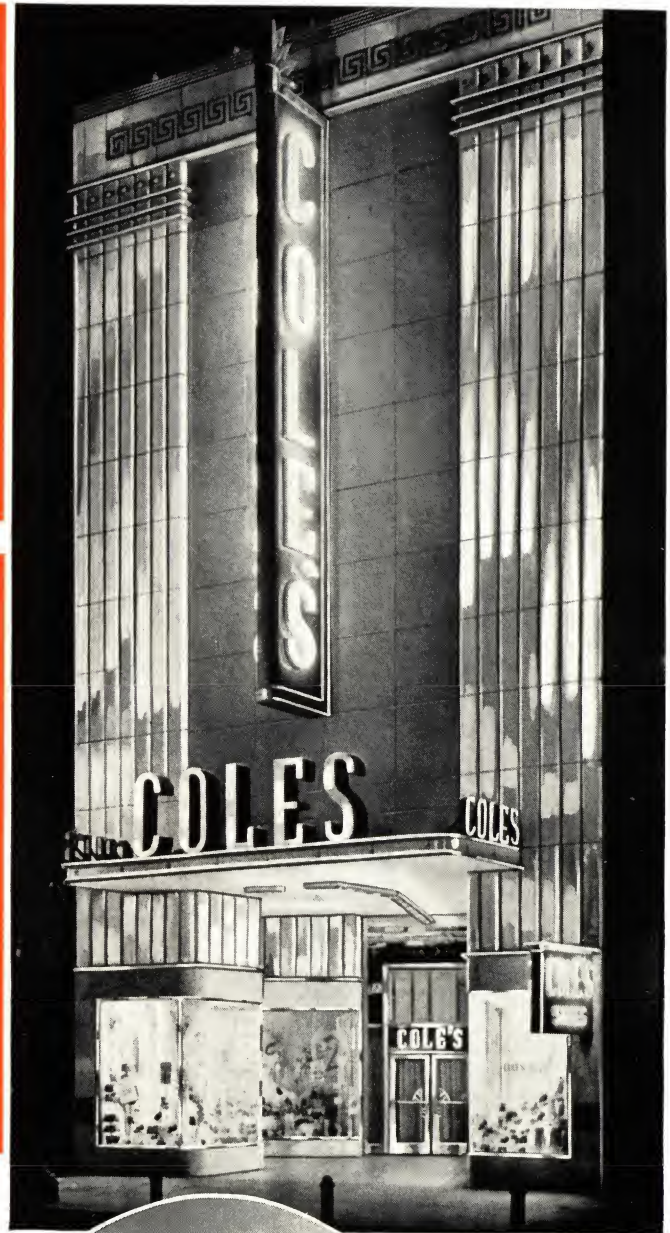
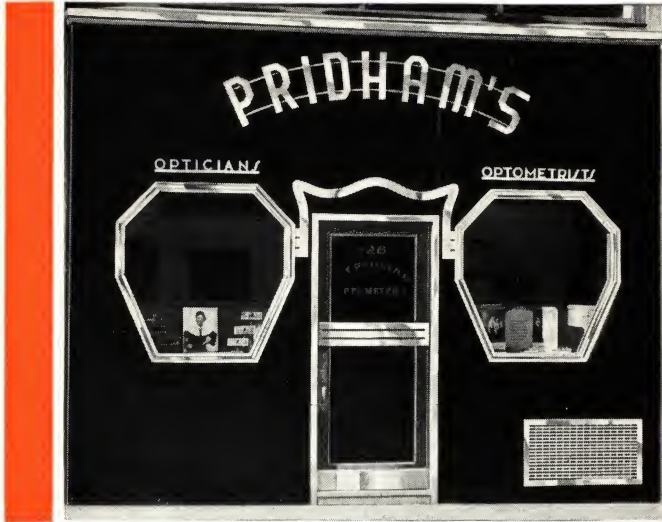
These new members complement the established Brasco line of standard Covering Members.

Prompt and effective installation of modern, brilliant Brasco Store Front Construction is assured by national distribution.



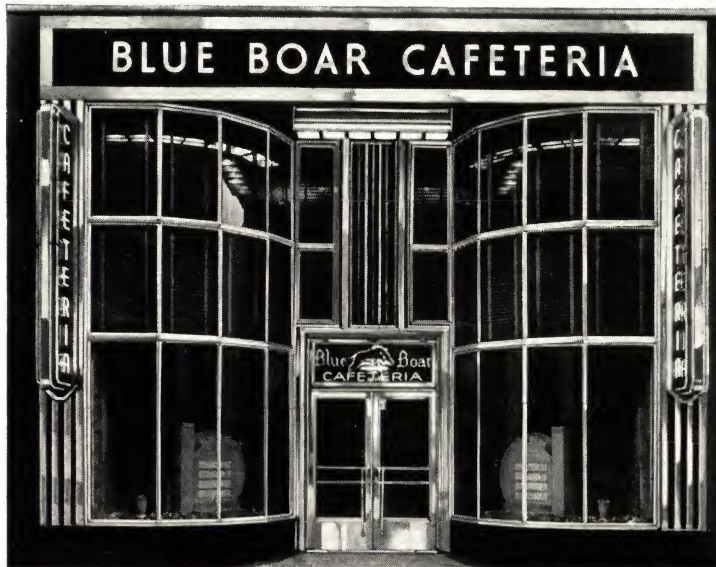
No. 7019 Head Jamb Cover, adjustable type, and No. 710 Sash.

MODERN STORE FRONTS FOR EVERY SERVICE—



Brasco
MODERN
STORE FRONTS

OF EVERY SIZE—IN EVERY METAL—AT EVERY PRICE

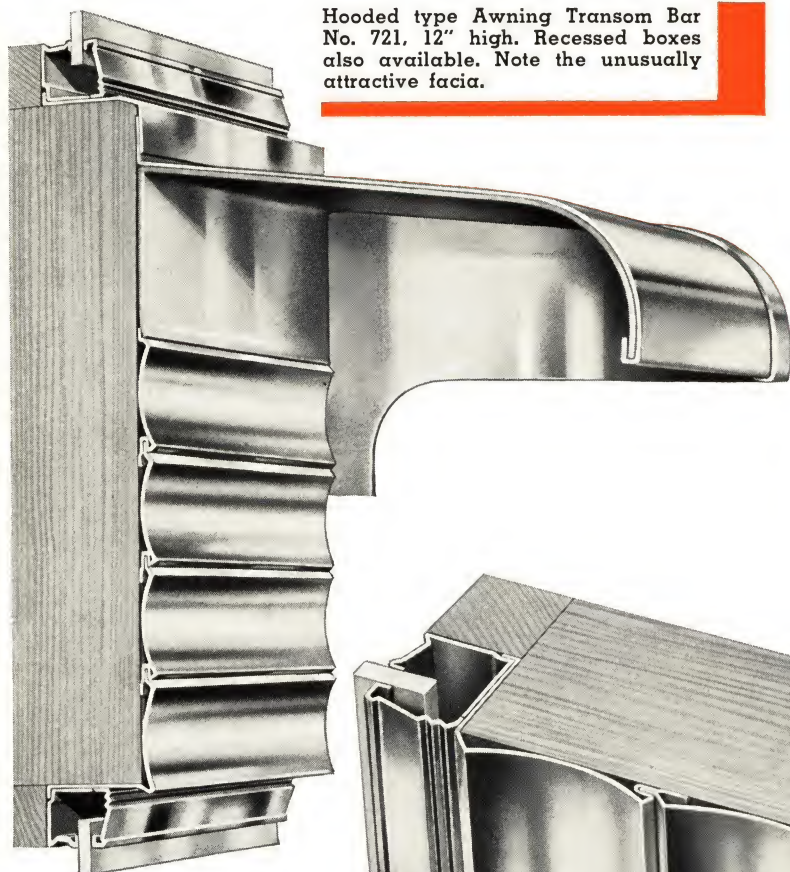


The illustrations shown on these pages are practical proof of the individuality and distinction afforded by brilliant Brasco Construction.

Note particularly the outstanding use of second floor display windows in the photographs at upper right and center left, and the unusual attractiveness of the broad Brasco-fabricated metal coverings and marquee.

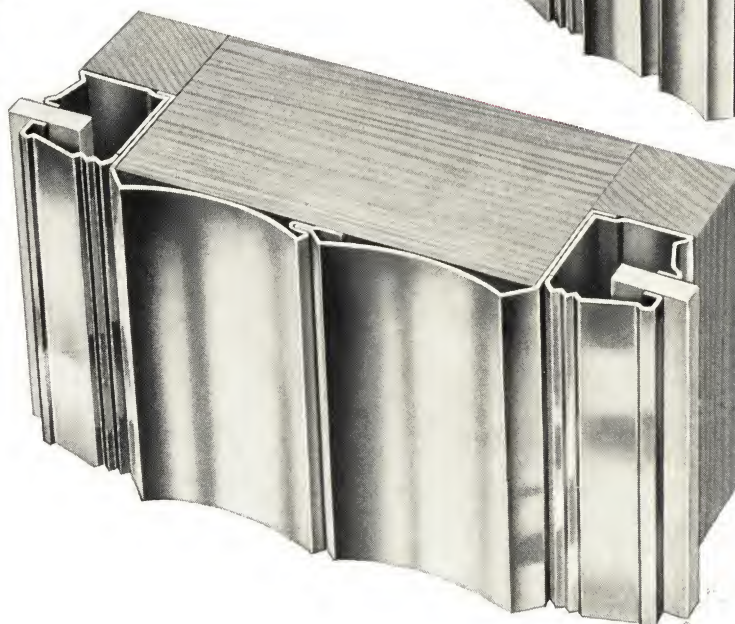
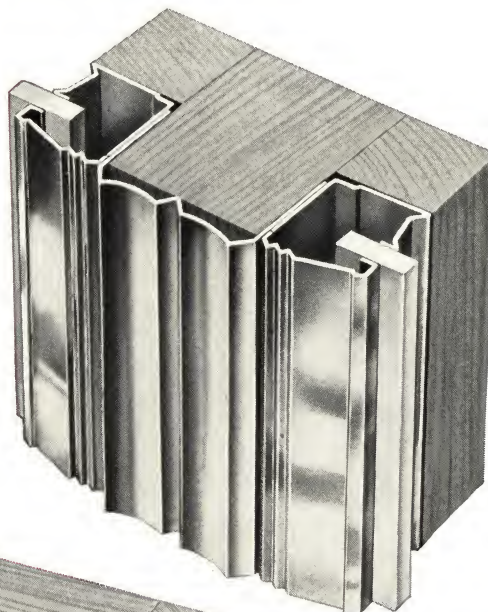
The Coles front provides striking day and night attraction value, the close-up emphasizing the sales appeal of the display entrance. The lower right hand photograph illustrates the surprising depth and generous proportions of the arcade entrance to the Liebman Store shown immediately above.



BACKED BY THE EXPERIENCE OF OVER 30 YEARS

Hooded type Awning Transom Bar No. 721, 12" high. Recessed boxes also available. Note the unusually attractive fascia.

New 1 5/8" Mullion Cover No. 747 shown in conjunction with No. 710 Sash. Designed to harmonize with fluted coverings shown on pages 4 and 5.



Standard 4 3/8" Mullion Cover made up of No. 745A and No. 748, designed to harmonize with fluted sections shown on pages 4 and 5. This can be increased in width by the use of 2" fluted Filler member No. 746, providing outstanding beauty for wide coverings.

DETAILS AND SAMPLES:

Write for complete Portfolio of Details (15 sheets) showing both Rolled and Extruded Constructions. Life-sized samples also available.

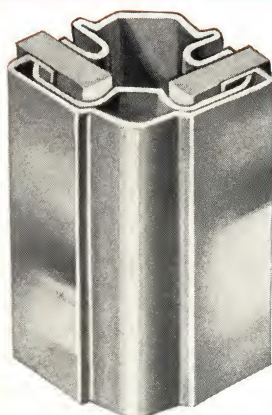
BRASCO BARS

Continuous steel reinforcement inside the face member is an outstanding feature of all Brasco Bars, AND HAS BEEN FOR 30 YEARS, providing extra strength and glass safety.

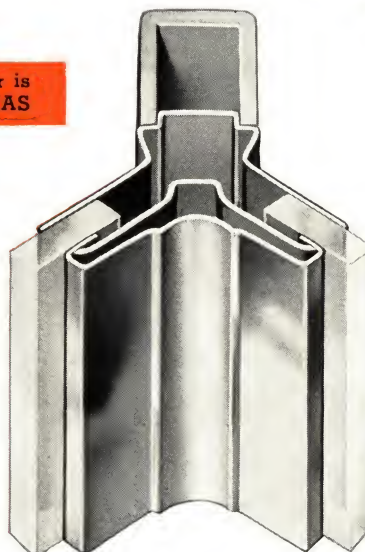
In addition to this reinforcement, two sizes of detachable back reinforcements are also available.

No. 440 is shown without back reinforcement; No. 451 with back reinforcement No. S-445; No. 463 with back reinforcement No. 447.

Anchors are available and recommended for all bars.



No. 440 Corner Bar



No. 463 Reverse Bar



No. 451 Division Bar

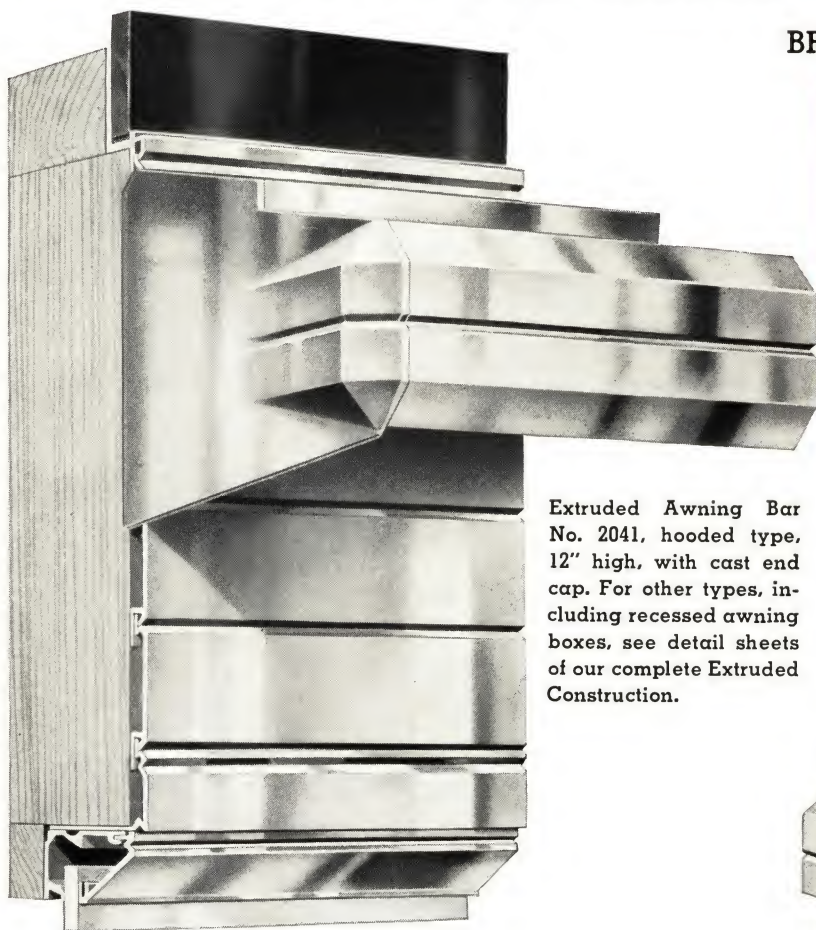
BRASCO MODERN STORE FRONTS MEAN BUSINESS!

Above: The Hanan Store. What a difference! A miracle of modernization from the old-fashioned front to the new and modern, brilliant, sales-compelling Brasco Store Front.



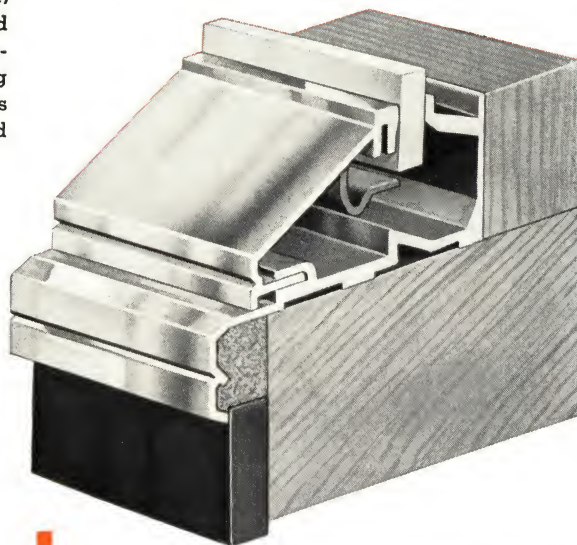
Brasco
**MODERN
STORE FRONTS**



MODERN CLEAN-CUT DESIGN**BRASCO EXTRUDED CONSTRUCTION**

Extruded Awning Bar No. 2041, hooded type, 12" high, with cast end cap. For other types, including recessed awning boxes, see detail sheets of our complete Extruded Construction.

In addition to the long established lines of Solid Rolled Construction, Brasco has offered complete stock Extruded systems for over ten years. On these two pages are shown only a few illustrations of typical units of the new, beautiful Brasco Extruded lines. (*Patents allowed and pending.*)

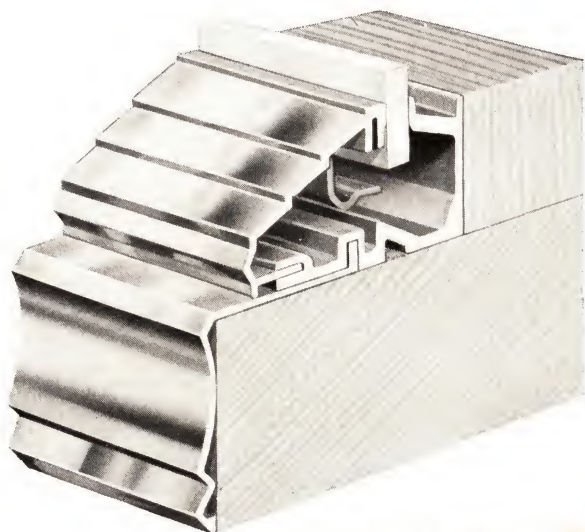


Extruded Sash and Sill Combination No. 2004. Note that complete covering is provided in this member of only two pieces.



Typical assembly of Extruded Sash, Sill, Jamb and Corner Bar. Shown are Sash and Sill Combination No. 2005 (only two pieces to the complete unit) and Corner Bar No. 2054. Note the interesting modern lines and pleasing proportions.

Brasco
MODERN
STORE FRONTS

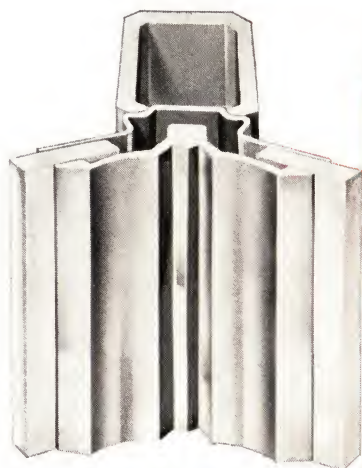
SOUND STRUCTURAL VALUE

Extruded Sash No. 2002 with Sill Cover No. 310. This Sill for standard 1 $\frac{5}{8}$ " covering is one of many similar members of the complete line.



Extruded Adjustable Transom Bar Section shown with Sash No. 2000. Intermediate Filler members may be added to build up unusually attractive covers of varying widths.

A complete line of similar covers for vertical use including pilaster facings, are also provided in stock members.



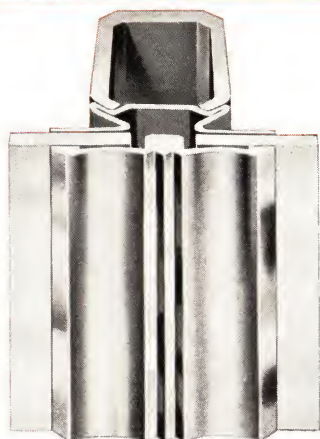
EXTRUDED ALUMINUM (in ALUMILITE, Polished or Satin Finishes) AND

EXTRUDED BRONZE (in Any Standard or Special Finish)

Whether in bronze or aluminum, a complete line of unified Extruded members is available from stock. Three types of Sash are furnished, used with a wide assortment of covering members of all descriptions and for every purpose.

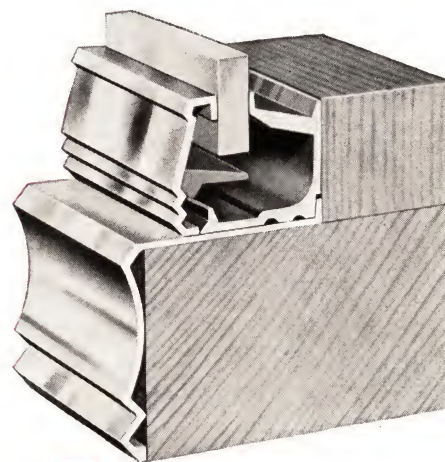
The same sound engineering which has so long characterized Brasco Rolled Construction is incorporated in the Brasco Extruded lines.

The Extruded Constructions and Solid Rolled Lines are so designed as to be largely interchangeable.



7 SHEETS OF COMPLETE EXTRUDED DETAILS

Write for complete Portfolio of Details (15 sheets) showing both Rolled and Extruded Constructions. Life-sized samples also available.



Extruded Sash No. 300 with Sill Cover No. 310. This combination illustrates the flexibility of the Brasco line, utilizing the smaller concealed screw, flush-type Sash No. 300, instead of the larger broad-faced sash, as illustrated above.

BRASCO

★ A BRILLIANT NAME IN STORE FRONTS

Digitized by ASSOCIATION FOR PRESERVATION TECHNOLOGY, www.apti.org for the
BUILDING TECHNOLOGY HERITAGE LIBRARY
<https://archive.org/details/buildingtechnologyheritagelibrary>

